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A Change Is Coming: Seattle Sports Equity Coalition Prepares to Champion Inclusive Athletic Futures

Seattle, WA — June 10, 2025 — Today marks the official launch of the **Seattle Sports Equity Coalition (SSEC)**, a new consortium committed to building an inclusive, sustainable future for sports in Seattle. Rooted in equity and community, the SSEC supports female, nonbinary, and trans athletes, as well as athletes with disabilities and those experiencing homelessness, poverty, or other barriers to sports participation.

“The weather is changing,” said Jane Founder, Executive Director of SSEC. “Seattle’s sports culture is growing more dynamic, more inclusive, and more conscious of its environmental footprint. The Seattle Sports Equity Coalition is here to ensure everyone has a place on the field and a future on this planet.”

A Unified Front with Seattle’s Major Teams

The SSEC is partnering with Seattle’s powerhouse women’s teams to highlight and expand the role of inclusive sports leadership by amplifying accessibility, visibility, and environmental awareness across the region.

— **Seattle Reign FC – founded in 2012 as one of the inaugural teams in the NWSL**

— **Seattle Storm – founded in 2000 and four-time WNBA champions**

— **Seattle Freeze – second expansion franchise team in the growing PWHL**

Each team represents resilience, power, and change in a city known for being on the cutting edge of the modern age. Together, they signal that athletic spaces are evolving, welcoming more voices, more identities, and more urgency to act on equity and sustainability.

Where Equity Meets Climate Action

In addition to supporting athletes, the SSEC is committed to climate change awareness. Sport brings people together: outdoors, indoors, in every season, in every country. But none of that is possible without a healthy planet. That’s why the coalition will launch campaigns that tackle everything from eco-conscious gear production to reducing team travel emissions.

Upcoming Initiatives

— **Athlete Access Fund** for nonbinary, trans, and disabled players navigating systemic bias, as well as athletes experiencing barriers due to income disparity

- **Green Stadium Toolkit** for teams and fans to reduce game-day environmental impact
- **Community Conversations Series** highlighting various intersectional topics, including gender, equity, climate justice, and more

Seattle's weather is changing — and so is the face of sports. The Seattle Sports Equity Coalition is here to lead the way.

About the SSEC:

The Seattle Sports Equity Coalition is a nonprofit alliance of athletes, activists, and allies committed to building an inclusive and sustainable future for sports, starting in our home city. By centering equity and environmental action, the SSEC champions change both on and off the field.